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NATIONAL ANALYSTS
A Division of Booz•Allen
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CONTINUING SURVEY OF FOOD INTAKES BY INDIVIDUALS
NONRESPONSE SURVEY MANUAL

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I. BACKGROUND AND OBJECTIVES

National Analysts has been collecting information for the Continuing Study of Food Intake by Individuals (CSFII) since April, 1989. The purpose of the follow-up survey is to track those households who were contacted from October 1991 to March 1992 but who did not participate at the time.

A brief interview is to be attempted with each sample household where the previous contact resulted in a refusal, language barrier, no one home, or other code such as in the hospital, etc. Your role as an interviewer is to obtain information on as many households as possible that have been selected for this nonresponse survey. The following table demonstrates the number of interviews that need to be obtained by result of call and by method.

**TARGET NUMBER OF NONRESPONSE HOUSEHOLDS FOR
FOLLOW-UP SURVEY BY EXPERIMENTAL APPROACH
AND INITIAL RESULT OF CALL**

	Household Only		Household Respondent		Total	
	Basic	Low Income	Basic	Low Income	Basic	Low Income
Screening completed/ interview not obtained	60	15	60	15	120	30
Screening refused	20	40	20	40	40	80
No one home/household not screened	20	20	20	40	40	80
Language barrier	5	7	5	7	10	14
Other	3	5	3	5	6	10
	108	107	108	107	216	214

National Analysts has been successful in conducting this type of nonresponse survey in the past. There are several reasons why a household contacted previously will now agree to complete the interview. The previous interviewer may have contacted a potential respondent at an inconvenient time. In addition, this interview should take only 5 minutes to complete. You should also feel free to let a respondent know that this will be the last time they are contacted by National Analysts for an interview on the Food Study.

As in the past, two methods will be used to obtain data from these sample households. Method #1 (the gold questionnaire) calls for interviewing the sample household listed on the front of the questionnaire, preferably with the female head of household. Six attempted contacts should be made before the questionnaire is mailed to our office as unreachable. This method will collect in-depth information about the household and the reasons why the household did not participate in the national study.

Method #2 (the orange questionnaire) involves making three attempted contacts and interviewing a household respondent during one of those visits. This section is Q. 1-18 of the questionnaire. If you cannot obtain an interview after 3 attempts, you are to visit neighbors to interview a knowledgeable person from whom to obtain information about the sample household. This part is Q. 19-25 of the Method #2 questionnaire. While this method provides information that may not be as in-depth, this approach will collect data and cover a large group of households.

The procedures for both methods as well as question-by-question instructions are explained in the following chapters.

II. INTERVIEWING PROCEDURES FOR METHOD #1 (GOLD QUESTIONNAIRE)

A. Identifying the sample household.

Locate the address of the sample household that is printed on the label on the questionnaire.

A example of the label is shown below:

VERSION 1
Segment: 12225402 Hu: 095 7087405
Respondent Name: HARRY SEASON
Address: 5530 OLD DIXIE HWY
APT H7
CLAYTON GA 30050
Month of Last Contact: APRIL

Because some addresses may be incomplete, you should call the office to identify the exact location of a sample household.

B. Ask to speak to an adult member of the household.

After locating the sample household, ask to speak to the female head of the household. If she is not available, ask to speak with an adult 18 years of age or older and knowledgeable about the household. Before beginning the interview, verify the address to be sure the correct household has been identified.

C. Complete the information at the top of the Questionnaire.

Complete this section with the respondents name, phone number, your name, I D number, and date. Record the time the interview began in the box in the upper right hand corner. Record the time ended when the interview has been completed.

D. Complete the gold questionnaire with an adult member of the household.

Read the introduction designed for the sample household. To help obtain participation, present the letter that has been supplied from USDA (see. p. 13). This letter describes the reasons for and the importance of this interview. If asked, inform the respondent that all information is kept confidential and that the interview takes approximately 5 minutes. Study the questionnaire before contacting a sample household so that the interview will go as quickly and smoothly as possible.

E. Complete the call report form and return the document to National Analysts.

Each attempted contact with the sample household should be reported on the call report form

- Enter the month and the day of the screening contact.
- Enter the time that the contact/attempt began. Circle Code 1 for morning calls and Code 2 for calls made at noon or after.
- Enter the corresponding code for the result of the contact/attempt.

<u>Code</u>	<u>Explanation</u>
1	<u>Interview completed</u> Use this code when an interview has been completed.
2	<u>Appointment made for interview</u> This code applies when an appointment has been made to complete the interview. Record the date and time of the appointment on the call report form.
3	<u>Interview refused</u> This code is used when a respondent from a sample household refuses to participate in the study.
4	<u>No one home</u> Use this code if a household was visited and no one was home. If the household is part of Method 1. Six attempted contacts should be made before the household is considered unreachable and is returned to the office.
5	<u>Language barrier</u> This code applies when an interview cannot be completed because of a language problem. Specify the language in the call report form so that an interview can be completed in the appropriate language.

6

Vacant

Use this code when the sample household is found to be unoccupied at the present time.

0

Other

This code is used when all other codes do not apply. Explain the result of the attempted contact on the call report form.

III. INTERVIEWING PROCEDURES FOR METHOD #2 (ORANGE QUESTIONNAIRE)

Attempt to complete an interview with the sample household listed on the front of the questionnaire. If an interview is not completed after three visits to the sample household, attempt to obtain information on the sample household from a neighborhood informant. Make at least three contacts with neighbors before calling your Field Administrator for further instructions.

A. Identify the sample household

Locate the address of the sample household that is printed on the label on the questionnaire. example of the label is shown below:

VERSION 2

Segment: 22225415 Hu: 166 8346805

Respondent Name: LINDA EPPS

Address: TWELVE OAKS APTS
APT 13 D
CLAYTON GA 30050

Month of Last Contact: JULY

Because some addresses may be incomplete, you should call the office to identify the exact location of a sample household.

B. Ask to speak to an adult member of the household.

After locating the sample household, ask to speak to the female head of the household. If she is not available, ask to speak with an adult 18 years of age or older and knowledgeable about the household. Before beginning the interview, verify the address to be sure the correct household has been identified.

C. Complete the information at the top of the questionnaire.

Complete this section with the respondent's name, phone number, your name, ID number, and date of interview. For Method #2 circle a Code 1 if the respondent is a sample household member or a Code 2 if the respondent is a neighborhood informant.

Record the time the interview began in the box in the upper right corner. Record the time ended when the interview has been completed.

- D. Complete Questions 1-18 of the orange questionnaire with an adult member of the sample household.

Read the introduction designed for the sample household. To help obtain participation, present the letter that has been supplied from USDA (see. p. 13). This letter describes the reasons for an the importance of this interview. If asked, inform the respondent that all information is kept confidential and that the interview takes approximately 5 minutes.

Study the questionnaire before contacting a sample household so that the interview will go as quickly and smoothly as possible.

- E. Complete Questions 19-25 of the orange questionnaire with neighborhood information if the sample household is not interviewed after three attempts.

If the sample household cannot be interviewed, a neighborhood informant should be asked to supply information about that household. Any other household who knows about the sample household and who is willing to participate can be interviewed. This means that you can go across the street, next door, or around the corner to find a knowledgeable adult. Feel free to ask neighborhood people such as grocers or mailmen for references of such a knowledgeable person. Creativity is extremely helpful in locating this kind of person. Continue until you have made three contacts with a neighborhood informant who will complete the interview. If you are not successful after three attempts, contact your Field Administrator for further instructions.

Remember to be sensitive to a neighborhood informant and the initial hesitations they might have. Be sure to wear your I.D. badge to show that you are not being secretive about your employer (i.e. not a tax collector, detective, bill collector, etc). Give neighborhood informant the National Analysts phone number so that they can verify your reasons for contacting them. In addition, present the questionnaire and let them see the content of the questions you will be asking. Feel free to also show such an informant the USDA letter.

- F. Complete the call report form and return the document to National Analysts.

Each attempted contact with the sample household should be reported on the call report form

- Enter the month and the day of the screening contact. Enter the time that the contact/attempt began. Circle Code 1 for morning calls and Code 2 for calls made at noon or after.

- Enter the corresponding code for the result of the contact/attempt.
- Enter an "H" for household member or an "N" for neighborhood informant under each result of call to indicate who was contacted during that visit.

<u>Code</u>	<u>Explanation</u>
1	<p><u>Interview completed</u></p> <p>Use this code when an interview has been completed.</p>
2	<p><u>Appointment made for interview</u></p> <p>This code applies when an appointment has been made to complete the interview. Record the date and time of the appointment on the call report form.</p>
3	<p><u>Interview refused</u></p> <p>This code is used when a respondent from either a sample household or a neighborhood informant refuses to participate in the study.</p>
4	<p><u>No one home</u></p> <p>Use this code if a household was visited and no one was home. If no one is home after three attempts, attempt to complete the questionnaire with a neighborhood informant.</p>
5	<p><u>Language barrier</u></p> <p>This code applies when an interview cannot be completed because of a language problem. Specify the language on the call report form so that an interview can be completed in the appropriate language.</p>
6	<p><u>Vacant</u></p> <p>Use this code when the sample household is found to be unoccupied at the present time.</p>

0

Other

This code is used then all other codes do not apply. Explain the result of the attempted contact on the call report form.

IV. QUESTION-BY-QUESTION INSTRUCTIONS

The gold (Method #1) and the orange (Method #2) questionnaires contain the same questions. Therefore, the following instructions apply to both documents.

Both questionnaires contain questions related to household composition, tenure at address, participation in government programs, and reasons for not participating in CSFII.

- Q.1/Q.19
(in V2) Determines the length of time the current household has occupied this address and whether the current household was the household previously contacted to participate in CSFII.
- Q.2 Determines whether contact was made with the household. If asked, state the full name of study (Continuing Survey of Food Intakes by individuals).
- Q.3 Is asked only if information given in Q.2 indicates that the household was not invited to participate. Establishes whether or not household would have cooperated had the household been asked. Remember to read all choices to the respondent.
- Q.'s4
through 6 Are to be asked only if the household declined or would have declined if the household have been invited.
- Q.4 Is asked to establish primary reason that household declined/would decline to participate. Probe and record additional reasons. Record "P" to show that you probed.
- Q.5 Determines whether or not incentive pay would gain cooperation from the household to participate in CSFII.
- Q.6 Asks the respondent to provide amount necessary for the household to agree to be interviewed. Respondents may want to give answers like "a million dollars" Don't be misled by "cute" or non-thoughtful answers. Probe respondents to get realistic replies.
- Q.7/Q.20
(in V2) Determines how many people regularly live in the sample household.

- Q.8/Q.21
(in V2) Is asked to establish the breakdown of ages and sexes of all household members. The total in Q.8 should equal the total in Q.7. Clarify and record correct answers if numbers are not the same.
- Q.9/Q.22
(in V2) Determines the activity of the male head of the household during the month of last contact listed on the label. If respondent give more than one activity, ask for the primary activity. This question is to be asked only if there is at least one male 15 years of age or older. If there is more than one male, let the respondent designate one male as the head.
- Q.10/Q.23
(in V2) Determines the activity of the female head of the household during the month of last contact listed on the label. If respondent gives more than one activity, as for the primary activity. This question is to be asked only if there is at least one female 15 years of age or older.
- Q.11 Read all the categories to establish the adequacy of the food supply in the sample household. Circle the numerical code that corresponds to the respondent's answer.
- Q.12 Is the amount spent per week/month by the household for food and beverages consumed at home. After recording the amount , circle Code 1 if the amount is weekly or Code 2 if the amount is monthly.
- Q.13 Is the amount spent per week/month by the household for food and beverages consumed away from home. After recording the amount, Circle Code 1 if the amount is weekly or Code 2 if the amount is monthly.
- Q.14/Q.24
(V2) Is asked to determine the race of the head of household. Read all of the categories and Circle the code corresponding to the respondent's answer.
- Q.15/Q.25
(in V2) Establishes whether or not the head of household is of Hispanic origin or descent.
- Q.16 Establishes whether, during the month of last contact listed on the label the household received food stamps or WIC benefits. The month on the label will be date between April and October only.

Q.17

Circle the number of people in the household from Q.7. Read Q.17 and insert the dollar amount in the question which corresponds to the number of people in the household. The question is asked to determine a range for the total yearly income.

Q.18

Show the income card and ask the respondent to give the letter which best represents the household's total yearly income before taxes. Circle the number corresponding to the letter. This is an important question. Probe very hard for an answer. Only if the respondent refuses to answer the question, Circle Code 9.

Q.19-25 of Method #2 are the same questions as Method #1, but are to be answered by a neighborhood informant if a sample household respondent cannot be interviewed after three attempts.

There is an introduction for the neighborhood informant on P.7 of the questionnaire. This informant needs to be knowledgeable about the sample household and 18 years of age or older.



United States
Department of
Agriculture

Human Nutrition
Information
Service

Nutrition
Monitoring
Division

Federal Building
Hyattsville, Maryland
20782

Fall 1991

Dear Resident:

The U.S. Department of Agriculture (USDA) is required by law to conduct nationwide surveys about the foods and beverages people eat and drink. Information from the survey is used to develop nutrition education programs, assess demands for agricultural products, and monitor the safety of the food supply.

Your address was scientifically chosen as part of the sample for our most recent survey. Earlier this year an interviewer from National Analysts, under contract with USDA, attempted to interview your household but was unable to do so. It is important for the accuracy of our survey that we obtain information about the households that we were unable to interview. This helps us to ensure that we are not missing an important segment of the population in our survey.

We would like you to answer just a few simple questions about your household. This will take no more than five minutes of your time and the answers you provide will be kept strictly confidential. While your participation is voluntary, it is important for the accuracy of the survey that we obtain this information.

Sincerely,

Howard Riddick
Survey Coordinator

